The Five Ps of Consumerized Healthcare
Converting Challenges into Opportunities

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Healthgrades
Overview

- Modern Digital Consumer
- How Are Non-Healthcare Markets Advancing
- Five Ps
  - Patient-Centered
  - Prompt
  - Personalized
  - Pathways
  - Portable
- Making It Happen
Strategic goal

Deliver trusted, predictable value in order to engender engagement in shared, targeted outcomes

Offer sufficient context and insight to invite shared relationship responsibilities

Leverage breadth of information to understand:
- Population
- Groups/segments
- Households
- Individuals

VBP
- Plan of care adherence
- Re-admissions
- Prescription renewal
- Proper treatment venue
  
...
PATIENTS ARE PEOPLE TO
Patients are consumers and are starting to act like it...

- 43% report looking online for information about treatment options
- 28% say they searched online for information about the quality of care provided by a primary care physician or medical specialist
- 1 in 5 reports searching online for information about the costs of services
- 1 in 10 says they used a social networking site to comment on their experiences using the health care system
- Over half say they would use a smart phone or PDA to monitor their health if they were able to access their medical records and download information about their medical condition and treatments
- 2 in 3 say they would consider switching to a physician who offers access to medical records through a secure Internet connection
The Growing Application of Customer Lifetime Value Principles is Undeniable

The “retailing” of healthcare is well underway - Walgreens

- % visits for preventative services, screening and chronic visit utilization (combined)
  - Increased from 4% in 2007 => 17% in 2013
  - Annual % return patient visits  15% 2007 => 50% 2012 & 2013
- For patients age 17 and under, visits for both preventive services and vaccinations increased by 180 percent
- For patients ages 18 to 64, visits for health testing increased by 90 percent, while overall preventive health service visits increased 66 percent
- For patients age 65 and older, acute visits increased 84 percent

Personal experiences and peer recommendations matter the most in choosing a doctor or hospital

- Influence of personal experiences and peer recommendations in selecting a provider (social, friend network, etc.)
- * PwC 2011 Customer Experience Radar Research

WALGREENS MESSAGING:
- “At the corner of Happy & Healthy”
- “Walk-ins welcome”
- “Appointments Available”

CVS MESSAGING:
- “Minute Clinic”
- “Your neighborhood medical clinic”
Modern Consumer

Hearts & Minds: The Secret Sauce of the Art of "Influence Science"

Experiences
Convenience
Predictable
Privilege
Member
Emotion

Well beyond transactional relationship

Attention: Hearts & Minds vs. Precisely.

Starbucks Coffee vs. Folgers Coffee

Apple vs. Dell

American Express vs. BankAmericard
Medical Mom

- “Head of Household” analogy
- Parent
- Caregiver for parents
- Referral network
- Value attributes
The Five Ps of Modern Healthcare Marketing

▸ **Patient-Centered** – It’s all about the customer and their needs

▸ **Prompt** – Accessible in 4 clicks or less, and encounter experiences should be streamlined as much as possible

▸ **Personalized** – Targeted, valuable, aligned with individual needs and delivered in a manner which the consumer desires

▸ **Pathways** – Marketers must help drive frictionless, memorable experiences and streamline the customer journey

▸ **Portable** – Access must be expanded and services must be lifestyle-aligned with mobile-enabled capabilities
THE FIVE Ps – PATIENT C ENTERED
Communication Center
Master Customer Database
Patient-Centered

Leverage Our Assets

Manage Patient Journeys

Actionable Insights

I have a symptom
Help me understand it
How do you solve that?
Do you have the experts I need and can trust?
I want to engage now.
The #1 factor of patient experience: Communication

CUSTOMER-CENTRIC COMMUNICATION FRAMEWORK
(rules, next best action, preference management, permission-based marketing)

CUSTOMER 360 DATA UNDERSTANDING
Actionable Insights

Patient-centered
Customer Communications Center and Personalization Platform
(rules, next best action, preference management, permission-based marketing, calendar)

Customer 360 Data Understanding

Test

- PBX/ACD
- Drupal CMS/Web
- Mobile Framework
- Marketing Automation

Learn

EMR

- Socio-Demographic
- Healthcare Records
- Market Analysis
- Healthy Devices
- EMR
- Other
THE FIVE Ps – PROMPT
Next-Generation Web
Rapid Time to Value

- Rapid identification
  - Logged in
  - Form completion
  - Click history, patterns
  - Search inquiry
  - “Marketable individual”

- Content target – Personal
  - MyChart
  - Member (benefits & privileges)
  - Preferences

- Content target – Persona
  - Inference
  - Service lines
  - Prospect, patient

- Pop-Up Help
  - Talk live
  - Chat
THE FIVE Ps – PERSONALIZED

Omni-Channel Personalized Interaction
Personalization De-Mystified

- Customer Needs, Goals & Values
- Our Capabilities, Goals & CTAs

Matching
THE FIVE Ps – PATHWAYS
Understanding People, Pathways, and Preferences
Digital Pathways

One Version of Journey Management

- (Re)Search Before Arrive
  - Other sites
  - Banner
  - Google/Search

- Value While On Site
  - Dynamic landing page
  - Data-driven content alignment

- Transition To Solution
  - Do I trust and have confidence in you?
  - How do you solve that for me?

- Capture Learnings For Next Cycle
  - Person
  - Persona
  - Process

Use Data Strategically

Maintain ID Continuity
## Patient Pathways

<table>
<thead>
<tr>
<th></th>
<th>Discovery</th>
<th>Decision</th>
<th>Appointment</th>
<th>Pre-Encounter</th>
<th>Encounter</th>
<th>Post-Encounter</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Desktop</strong></td>
<td>Google (seo)</td>
<td>HS web Find Dr</td>
<td>Forms</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Mobile</strong></td>
<td>Service line CTA</td>
<td>Service line CTA</td>
<td>Smart forms Push notification</td>
<td>Wait list</td>
<td>Wayfind</td>
<td></td>
</tr>
<tr>
<td><strong>Social</strong></td>
<td>Web and mobile Peer opinion</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Email</strong></td>
<td>Awareness campaign</td>
<td>CRM-driven</td>
<td>Forms Loyalty privileges</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Contact Ctr</strong></td>
<td>Questions</td>
<td>Questions Respond to ad</td>
<td>Cross-sell</td>
<td></td>
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</tr>
</tbody>
</table>

Data, interaction logic, and process management are the glue.
### Journey Management

#### 60% Will Switch PCP for Better Service/Treatment

<table>
<thead>
<tr>
<th>Pre</th>
<th>Encounter (+)</th>
<th>Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>...</td>
<td>Wayfind</td>
<td>Pay bill</td>
</tr>
<tr>
<td>Search</td>
<td>Check in</td>
<td>Labs</td>
</tr>
<tr>
<td>Find Dr.</td>
<td>PCP Visit (8 minute)</td>
<td>Prescription</td>
</tr>
<tr>
<td>Make Appt</td>
<td>Discharge</td>
<td>Care</td>
</tr>
<tr>
<td>Complete forms</td>
<td>Pay copay</td>
<td>Concierge/Compliance</td>
</tr>
<tr>
<td>Location Find</td>
<td>Follow-up appt</td>
<td>Follow-up (all ok?)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>...</td>
</tr>
<tr>
<td>&quot; &quot; &quot;</td>
<td>Radiology / Lab</td>
<td>&quot; &quot; &quot;</td>
</tr>
<tr>
<td>&quot; &quot; &quot;</td>
<td>Surgeon Visit / Diagnosis</td>
<td>&quot; &quot; &quot;</td>
</tr>
<tr>
<td>&quot; &quot; &quot;</td>
<td>ER Visit</td>
<td>&quot; &quot; &quot;</td>
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<tr>
<td>&quot; &quot; &quot;</td>
<td>Case Management</td>
<td>&quot; &quot; &quot;</td>
</tr>
<tr>
<td>&quot; &quot; &quot;</td>
<td>Admissions - InPatient</td>
<td>&quot; &quot; &quot;</td>
</tr>
<tr>
<td>&quot; &quot; &quot;</td>
<td>Healthplex Visit</td>
<td>&quot; &quot; &quot;</td>
</tr>
</tbody>
</table>
THE FIVE Ps – PORTABLE
Mobile App Screen Shots
Mobile Functions

- TGH GO
- Healthy Living
- Hospital Navigation
- Get Care

*TGH GO powered by Tampa General*

**Healthy Living**

- **38 steps**
- **0.06 miles**

Pedometer data will update as it becomes available from your device.

- Tracking
- Reset

**Hospital Navigation**

- Proceed straight ahead toward the Golden Tree
- Facing the Golden Tree, turn right through the entry to the Chapel area

**Get Care**

- Find A Doctor
- Find A Location
- TGH Virtual Care

*TGH GO powered by Tampa General*
Mobile Functions

For emergencies call 911. Only schedule non-urgent appointments.

Reason for visit:

Follow up on a previous visit
d

Select a provider/location:

Dr. Emma Bautista Ocampo, MD

Make An Appointment

Share

Specialties:
Internal Medicine

Details:
5802 North 30th Street
Tampa, FL 33610

15 Minute Orange Maple Glazed Salmon
07/28/2016

Baked salmon with a zesty orange maple glaze and crushed pecans. This nutritious salmon recipe is incredibly

TGH GO powered by Tampa General

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MAKING IT HAPPEN
# Bingo Card Roadmap Building

## Breadth of Application (moment of truth utility)

<table>
<thead>
<tr>
<th></th>
<th>Web Site Visit</th>
<th>Mobile Appointment Scheduling</th>
<th>Between Visit Concierge Care</th>
<th>Renew Prescription</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical History</td>
<td>Logged in &quot;member&quot; linked to EMR record</td>
<td>Blood sugar tends to rise when &quot;x&quot; occurs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current Circumstances</td>
<td>Travelling near PCP clinic in the rain</td>
<td>Unable to secure transportation to pharmacy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New or Existing Patient</td>
<td>Previous page views or searches</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CRM Persona (Medical Mom)</td>
<td></td>
<td>Are Johnny (and siblings) recovering well?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Depth of Knowledge (Data availability)

- Medical History
- Current Circumstances
- New or Existing Patient
- CRM Persona (Medical Mom)
## Where to Start

<table>
<thead>
<tr>
<th>Idea</th>
<th>Description</th>
<th>Value (Biz)</th>
<th>Ease (IT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Consumer Mobile App</td>
<td>H</td>
<td>H</td>
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<tr>
<td>2a</td>
<td>Website Relaunch</td>
<td>H</td>
<td>M</td>
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<tr>
<td>2b</td>
<td>Dynamic Landing Pages for Service Line Campaigns</td>
<td>M</td>
<td>H</td>
</tr>
<tr>
<td>3</td>
<td>EMR Integration for Wait List</td>
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</tr>
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</table>
Concepts Underlying TGH’s Digital Strategy

- Customer lifetime value
- Entry points into health system
- Genesis for TGH projects = call center
- Multi vendor environment
- Mobile app where the patient lives
- Cost of acquisition digital vs traditional
- Journey management
Learn More

- Upcoming Webinar:
  - CRM Targets Cancer Risk, Drives Patient Growth
    - August 24th / 2 PM ET
  - Register online at hospitals.healthgrades.com

- Industry Event:
  - SHSMD Connections, September 11 – 14
    - Stop by Booth #1219 and speak with our team
  - Roundtable Luncheon table host: Heidi Schulte
    - September 12th; 12:45-2:00 PM
  - Join us for An Evening in Eataly – the largest artisanal Italian food and wine marketplace in Chicago
    - September 13th / 6:30 – 9:30 PM; co-hosted with SHSMD

- Email solutions@Healthgrades.com to learn more
Thank You!

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